

## **Abstract**

The diploma thesis titled Literary, film and theater work of Zdeněk Svěrák and its contemporary media coverage is focused on the personality and work of the named artist. In the first chapter, I explain the concept of media response and the way it can be researched, in the following parts, there are the already-processed specific analyzes and their results. Using quantitative and qualitative research methods, I examined three selected web portals: idnes.cz, lidovky.cz and novinky.cz. From these sources, I gathered media content that related to the personality and work of Zdeněk Svěrák. From the obtained data, I used quantitative content analysis to determine the frequency of the examined media texts, the area of work they related to, the presence of the journalist's own opinion or evaluation (or the attitude of the editor) and the way in which the work of this well-known artist is viewed. Using qualitative method, I gained information about opinions on the personality of Zdeněk Svěrák and his work from the point of view of the researched media servers, as well as readers and audiences of film and artistic theatrical productions. In the last part, I deal with the qualitative analysis of the interviews with Zdeněk Svěrák, including my own, and for comparison, I find out how this multifaceted artist builds the self-awareness and media image.